

CRC

ON COLLEGE RADIO

COLLEGE RADIO CORPORATION

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March 1st, 1955

To consolidate and reduce flow of mail to you, most matters of interest to you are carried in the Newsletter, rather than separate mailings. It should be read carefully. Particular attention should be given those items containing lists of stations - to check for your own call letters.

PUBLICITY MATERIALS, so often requested, arrive in well-spaced dribbles. We recently made a special request, detailing our reason for needing such material. Really, we think you'd be proud enough of your efforts to slip a few clippings, advertisements, photographs, or publicity brochures in an envelope and mail 'em to us! To those stations already represented in our publicity file: in every case, the material sent was useful, interesting, and timely. When you can, send us more.

LUCKY STRIKE NEWSCAST STATIONS are reminded to complete and return, with the February affidavits, the special Promotional Spot Announcement Report. This was sent out on February 7th, with a special letter, explaining its importance. It covers the period of February 15th-28th only, and is a once-a-year matter that must be handled properly. If you need instructions or another form, let us know immediately. As a reminder, a duplicate form is attached. Luckies program stations please see additional account items on reverse side of this news-letter.

COLUMBIA RECORD SERVICE applications have gone out to some stations. We regret to say there will be a delay before we can answer the requests of other stations. We used all the materials supplied by Columbia, and await additional supplies from them. All stations are reminded that the service begins April 1 (or, it may be picked up at the beginning of subsequent quarters). Details are contained in the two previous Newsletters.

IF YOU CARRY "DREAM DATE", check your broadcast schedule against your contract program obligations. Be sure that you will accomplish the required number of programs by the end of the broadcast year this Spring. Our observations show all stations running a little behind. Total for this year should be 100 programs.

MID-YEAR ELECTIONS have brought staff changes at many stations. We have been especially interested in hearing from the new officials, and encourage you to write us - we'd like to keep our files up-to-date, and we'd like to answer any questions you might have about the College Radio Corporation. In the past, there have been many unnecessary difficulties arising from misconceptions of CRC. Incidentally, we welcome visitors from your station - any time of year. Make it a point to drop in, or call, if you should be in New York.

Special Notes for all stations carrying LUCKY STRIKE programs:

1. New program formats and transcribed commercials (1 16" disc and 1 12" disc) have been shipped to all stations. These are to be put into use February 27th or as soon thereafter as received. If you fail to receive your new commercials promptly, write or wire us.
2. Your special attention is called to the fact that some of the new transcribed commercials open with a recorded "tick tock." Be sure to include this "tick tock" effect when playing these bands on the air.
3. Please send us clippings of any articles mentioning the news programs, the news service, or Luckies and the news programs, which have appeared in your campus paper. Such clippings are passed along to the sponsor to show not only that the station staff is alert in getting occasional newspaper promotion for the Luckies series, but also to underline the value of the series to Luckies at a particular campus and thus assist your station's chances of a continuation of the programs next year. PLEASE GIVE US YOUR BEST COOPERATION ON THIS POINT.

CAREER HOUR program payments for all programs of the year thru December 31st, 1954, were forwarded to all stations whose affidavit files were complete to that date on February 15th. Payments to stations not affiliated with IBS are sent directly from CRC to the station. Payments to stations affiliated with IBS are sent by CRC to IBS, whose treasurer in turn remits to each member station. If your station carries the "Career Hour" but you have as yet failed to receive your check, please communicate (1) with CRC if you are not an IBS station; or (2) with IBS, 333 No. Michigan Avenue, Chicago 1, if you are an IBS station.